

## ABOUT

- Campaign:** National 5 A Day Week – An annual campaign organized by the National Cancer Institute and its fruit and vegetable industry partner, the Produce for Better Health Foundation. This is a period of high visibility promotions designed to show Americans how easy it is to eat more fruits and vegetables for one week – once they've tried it for a week, they'll see how easy this lifestyle change can be.
- Theme:** *"Fruits and Vegetables: By Popular Demand"*  
This theme encourages consumers to request and obtain fruits and vegetables at their workplace and school cafeterias, vending machines, and catered events, as well as at home or when eating out.
- Date:** *September 10-16, 2000*
- Goal:** To reach consumers, health professionals, educators, retailers, and nationwide with the message to eat 5 or more daily servings of fruits and vegetables for better health during 5 A Day Week, and to make more fruits and vegetables available to their employees, students, families and friends, and themselves.
- Objectives:** To provide consumers with the tools they need to be able to request fruits and vegetables at their workplace and school cafeterias, vending machines, and catered events, as well as at home or when eating out.
- To provide health professionals, educators, foodservice staff, and retailers with the tools they need to increase the availability of fruits and vegetables to consumers.
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